MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1 2022/2023 (TERM ID 2210)

BMK2024 – CONSUMER BEHAVIOUR

(All sections / Groups)

13 FEBRUARY 2023
9AM – 11AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 4 questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Attempt all FOUR (4) questions.

Question 1

Google announced in March 2021 that it will eliminate third-party cookies in its ad networks and Chrome browser, with full implementation by year 2024. This represents a significant change for the ad business and seems to be a step forward for privacy, but it's also a limited one. Explain any **FIVE (5)** points on the elimination of third-party cookies to online advertisers.

(25 marks)

Question 2

Coffee cafés has become a lifestyle for a majority of the millennials. A growing number of millennials are influenced by the social media exposure of the coffee-drinking culture made popular overseas.

In the context of Malaysia, more coffee cafes are opening up such as Zus Coffee, Richiamo Coffee and Illy Caffè. Considering of this uphill trend, how would you, an owner of a new coffee café influence prospective customers through the **FIVE (5)** sensory stimuli?

(25 marks)

Question 3

Majority of consumers go through a sequential decision-making process before they would purchase a product/service. Suppose you are a marketing manager for H&M and the brand wants to aggressively promote sustainable apparel (i.e. taking into consideration of sustainability) to customers. You will need to consider all aspects of enticing new and current customers to visit H&M's website and ultimately purchases the apparel.

Explain **FIVE (5)** stages in the consumer decision-making process of your prospective customers with relevant scenarios.

(25 marks)

Continued...

Question 4

The baby care products market is projected to be worth approximately USD88.72 billion worldwide in year 2026. This is a substantial increase from USD67.35 billion, the estimated value of the market in 2020 (Statistica, 2021). The baby care market is composed of different sectors and products, such as toys, feeding accessories, apparel, body care products and soothers.

Assume you are an entrepreneur venturing into the baby industry. Choose any **ONE (1)** baby-related product and provide the following:

(1) Explain **TWO (2)** justification on the feasibility of the proposed product in Malaysia's market. If it is a new product (not available in Malaysia), why do you think it has great potential in Malaysia? If it is a product available in Malaysia, how would you as an entrepreneur ensure you are able to market the product better than other competitors?

(10 marks)

(2) Briefly explain a typical parents' customer journey in searching and choosing your product through the Customer Journey Map (CJM).

(15 marks)

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